

SERFF Tracking Number: UHLC-126712034 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46162  
 Company Tracking Number: TV273ST  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: Medicare Supplement  
 Project Name/Number: TV Scripts/TV273ST

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UHLC-126712034 State: Arkansas  
 TOI: MS08G Group Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 46162  
 Standard Plans 2010  
 Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: TV273ST State Status: Filed-Closed  
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler  
 Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton Disposition Date: 07/20/2010  
 Date Submitted: 07/08/2010 Disposition Status: Filed  
 Implementation Date Requested: On Approval Implementation Date:  
 State Filing Description:

## General Information

Project Name: TV Scripts Status of Filing in Domicile: Not Filed  
 Project Number: TV273ST Date Approved in Domicile:  
 Requested Filing Mode: File & Use Domicile Status Comments:  
 Explanation for Combination/Other: Market Type: Group  
 Submission Type: New Submission Group Market Size: Large  
 Overall Rate Impact: Group Market Type: Association  
 Filing Status Changed: 07/20/2010 Explanation for Other Group Market Type:  
 State Status Changed: 07/20/2010  
 Deemer Date: Created By: Tammy Frederick  
 Submitted By: Tammy Frederick Corresponding Filing Tracking Number:  
 TV273ST  
 Filing Description:  
 RE: UnitedHealthcare Insurance Company  
 AARP Medicare Supplement Advertising Material  
 TV Advertisement  
 NAIC No: 0707-79413  
 File No: TV273ST, et al (PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE)  
 Invitation to Inquire Method for Dissemination - Direct Mail Policy Form NO. GRP 79171

SERFF Tracking Number: UHLC-126712034 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46162  
Company Tracking Number: TV273ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Medicare Supplement  
Project Name/Number: TV Scripts/TV273ST

Dear Commissioner:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. The attached TV advertisements are new and do not replace any material previously submitted to the Department.

These Invitations to Inquire are Medicare Supplement Advertisements. The Policy Form Number GRP79171 GPS-1 appears on each Television script. Please note that the component number will appear in the bottom left hand corner of the first screen in each advertisement.

We trust the enclosed form is in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215-902-8444. If you prefer, you may also send a facsimile to me at Fax: 215-902-8813 or send an email to Susan\_J\_Cipollo@uhc.com.

Sincerely,

Susan J. Cipollo  
Director Marketing Compliance

SJC/tmf

LIST OF ENCLOSURES  
MEDICARE SUPPLEMENT  
TV ADVERTISEMENT  
2010

TV273ST TV ADVERTISEMENT  
TV274ST TV ADVERTISEMENT  
TV275ST TV ADVERTISEMENT  
TV276ST TV ADVERTISEMENT

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director  
680 Blair Mill Rd.

Susan\_J\_Cipollo@uhc.com  
215-902-8444 [Phone]

SERFF Tracking Number: UHLC-126712034 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46162  
Company Tracking Number: TV273ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: Medicare Supplement  
Project Name/Number: TV Scripts/TV273ST

Horsham, PA 19044 215-902-8813 [FAX]

### Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
185 Asylum Street Group Code: 707 Company Type: Life and Health  
Hartford, CT 06103 Group Name: State ID Number:  
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

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### Filing Fees

Fee Required? Yes  
Fee Amount: \$200.00  
Retaliatory? No  
Fee Explanation: 50.00 per form, 4 forms  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$200.00	07/08/2010	37822922

*SERFF Tracking Number:* UHLC-126712034 *State:* Arkansas  
*Filing Company:* UnitedHealthcare Insurance Company *State Tracking Number:* 46162  
*Company Tracking Number:* TV273ST  
*TOI:* MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
*Product Name:* Medicare Supplement  
*Project Name/Number:* TV Scripts/TV273ST

## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed	Stephanie Fowler	07/20/2010	07/20/2010

*SERFF Tracking Number:* UHLC-126712034 *State:* Arkansas  
*Filing Company:* UnitedHealthcare Insurance Company *State Tracking Number:* 46162  
*Company Tracking Number:* TV273ST  
*TOI:* MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
*Product Name:* Medicare Supplement  
*Project Name/Number:* TV Scripts/TV273ST

## Disposition

Disposition Date: 07/20/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	TV Script	Filed	No
Form	TV Script	Filed	No
Form	TV Script	Filed	No
Form	TV Script	Filed	No

SERFF Tracking Number: UHLC-126712034 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46162

Company Tracking Number: TV273ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010

Product Name: Medicare Supplement

Project Name/Number: TV Scripts/TV273ST

## Form Schedule

### Lead Form Number: TV273ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 07/20/2010	TV273ST	Advertising	TV Script	Initial		45.000	TV273ST.pdf
Filed 07/20/2010	TV274ST	Advertising	TV Script	Initial		45.000	TV274ST.pdf
Filed 07/20/2010	TV275ST	Advertising	TV Script	Initial		45.000	TV275ST.pdf
Filed 07/20/2010	TV276ST	Advertising	TV Script	Initial		45.000	TV276ST.pdf

VIDEO

AUDIO

1. Open on close up of big, antique clock.

Super: TV273ST

2. Camera slowly pulls out to reveal presenter.

3. Cut to medium shot of clock exhibit as presenter begins walking through.

Letterbox Super: LOGO

1-800-XXX-XXXX TOLL-FREE

Super: TTY 711

PRESENTER (OC): For many people on Medicare, it's that time of year again.

PRES (OC): When you can evaluate your current healthcare coverage and maybe consider other choices.

PRES (OC): Well, now is a good time to take a look at...





Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Clocks"
LENGTH	:60
DATE	6/25/2010
REVISION #	
JOB #	
CODE	
PAGE	2 of 6

## VIDEO

## AUDIO

4. Cut to dramatically lit wall within exhibit.

Super: LOGO

Letterbox Super: Call for a free guide

1-800-XXX-XXXX TOLL-FREE

Legal super: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4). All plans may not be available in your state/area.

**Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.**

PRES (VO): ...an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

## VIDEO

## AUDIO

5. Cut to medium shot of exhibit as presenter walks through. Guide is superimposed.

Super: Free guide

Legal super: This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.

6. Cut to dramatically lit wall within exhibit.

Super: Medicare Part B

only covers about 80%

Legal super: **This is a solicitation of insurance. An agent/producer may contact you.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, producers, brokers, representatives or advisors.

PRES (OC): Get started by calling for your free information kit and guide to Medicare.

PRES (VO): As you probably know, Medicare only covers about 80% of your Part B medical expenses. The rest is up to you.

VIDEO

AUDIO

7. Super: Medicare supplement insurance helps cover the other 20% or more

Letterbox Super: LOGO

1-800-XXX-XXXX TOLL-FREE

Legal super: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

8. Super: Save up to thousands of dollars\*

Legal super: \*Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2009.

<http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf> (8 Mar, 2010) p. 63, 65.

PRES (VO): A Medicare supplement insurance plan helps cover some of it.

PRES (VO): That could save you up to thousands of dollars a year in out-of-pocket costs.

**VIDEO**

**AUDIO**

9. Cut to medium shot of presenter.

Legal super: In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

10. Cut to dramatically lit wall within the exhibit.

Super: Medicare Supplement Insurance (CARD)

Legal super: The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

PRES (OC): And you can visit any doctor who accepts Medicare patients.

PRES (VO): Rates are competitive. And these are the only Medicare supplement insurance plans exclusively endorsed by AARP.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Clocks"
LENGTH	:60
DATE	6/25/2010
REVISION #	
JOB #	
CODE	
PAGE	6 of 6

## VIDEO

## AUDIO

11. Cut to close up of presenter.

Super: TTY 711

Letterbox Super: Call for a free  
guide,

1-800-XXX-XXXX TOLL-FREE

12. Cut to end frame featuring  
information kit and guide.

Super: Call for a free guide

LOGO

TTY 711

Super: TV273ST

PRES (OC): Like they say, there's no time like the present. Be  
sure to call today.

PRES (VO): Call now for your free Medicare guide and  
information kit about AARP Medicare Supplement Insurance  
Plans, insured by UnitedHealthcare Insurance Company.

## VIDEO

## AUDIO

- |   |  |
|---|--|
| <p>1. Open on close up of big, antique clock.<br/><br/>Super: TV274ST</p>   | <p>PRESENTER (OC): For many people on Medicare, it's that time of year again.</p>                          |
| <p>2. Camera slowly pulls out to reveal presenter.</p>  | <p>PRES (OC): When you can evaluate your current healthcare coverage and maybe consider other choices.</p> |
| <p>3. He turns to camera as we cut to a close up.</p>   | <p>PRES (OC): Does your current plan meet your needs? Would another plan suit you better?</p>              |
| <p>4. Cut to medium shot of clock exhibit as presenter begins walking through.<br/><br/>Letterbox Super: LOGO<br/><br/>1-800-XXX-XXXX TOLL-FREE<br/><br/>Super: TTY 711</p> | <p>PRES (OC): Well, now is a good time to take a look at...</p>  |

## VIDEO

## AUDIO

5. Cut to dramatically lit wall within exhibit.

Super: LOGO

Letterbox Super: Call for a free guide

1-800-XXX-XXXX TOLL-FREE

Legal super: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4). All plans may not be available in your state/area.

**Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.**

PRES (VO): ...an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.

**VIDEO**

**AUDIO**

- |   |  |
|---|--|
| <p>6. Cut to medium shot of exhibit as presenter walks through. Guide is superimposed.</p> <p>Super: Free guide</p> <p>Legal super: This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.</p> | <p>PRES (OC): Get started by calling for your free information kit and guide to Medicare.</p>                                  |
| <p>7. Cut to dramatically lit wall within exhibit.</p> <p>Super: Medicare Part B only covers about 80%</p>  | <p>PRES (VO): As you probably know, Medicare only covers about 80% of your Part B medical expenses. The rest is up to you.</p> |
| <p>8. Super: Medicare supplement insurance helps cover the other 20% or more</p> <p>Letterbox Super: LOGO</p> <p>1-800-XXX-XXXX TOLL-FREE</p>   | <p>PRES (VO): A Medicare supplement insurance plan helps cover some of it.</p>   |



VIDEO

AUDIO

- |   |   |
|---|---|
| <p>9. Super: Save up to thousands of dollars*</p> <p>Legal super: *Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2009.<br/><a href="http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf">http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf</a> (8 Mar, 2010) p. 63, 65.</p>                      | <p>PRES (VO): That could save you up to thousands of dollars a year in out-of-pocket costs.</p>           |
| <p>10. Cut to medium shot of presenter.</p>   | <p>PRES (OC): And you can visit any doctor who accepts Medicare patients.</p>                             |
| <p>11. Camera moves from presenter to two Medicare age women perusing exhibit.</p> <p>Super: Range of plans</p> <p>Legal super: <b>This is a solicitation of insurance. An agent/producer may contact you.</b></p> <p>AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, producers, brokers, representatives or advisors.</p> | <p>PRES (VO): With AARP Medicare Supplement Insurance, you'll find a range of plans to choose from...</p> |

**VIDEO**

**AUDIO**

- |  |   |
|--|---|
| <p>12. Super: Competitive rates</p>  | <p>PRES (VO): ...to fit your needs and budget.</p>  |
| <p>13. Cut to dramatically lit wall within exhibit.</p> <p>Super: No networks</p> <p>No referrals</p> <p>Legal super: In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p> | <p>PRES (VO): There are no networks. No referrals to see a specialist.</p>                                |
| <p>14. Super: Help budget medical costs</p>  | <p>PRES (VO): And you could get a pretty good idea what your out-of-pocket costs will be every month.</p> |
| <p>15. Super: Plans travel with you</p>  | <p>PRES (VO): Plus, these plans travel with you anywhere in the U.S.</p>                                  |



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Clocks" Rev. 1
LENGTH	:120
DATE	6/25/2010
REVISION #	
JOB #	
CODE	
PAGE	6 of 9

## VIDEO

## AUDIO

16. Cut to medium shot of presenter, clocks in background.

Letterbox Super: Call for free guide

1-800-XXX-XXXX TOLL-FREE

17. Cut back to women admiring exhibit.

Legal super: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.

PRES (OC): Don't let this time go by without considering...

PRES (OC): ...if an AARP Medicare Supplement Insurance Plan is right for you. It's as easy as a phone call.

VIDEO

AUDIO

- |   |   |
|---|---|
| <p>18. Cut to dramatically lit wall within the exhibit.</p> <p>Super: Medicare Supplement Insurance (CARD)</p> <p>Legal super: The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.</p> | <p>PRES (VO): Rates are competitive. And these are the only Medicare supplement insurance plans exclusively endorsed by AARP.</p> |
| <p>19. Cut to medium shot of exhibit as presenter walks toward camera.</p> <p>Super: Helps cover out-of-pocket costs</p> <p>Letterbox Super: LOGO</p> <p>1-800-XXX-XXXX TOLL-FREE</p>   | <p>PRES (OC): Remember, Medicare doesn't cover everything. Medicare supplement insurance plans help pay for some of the rest.</p> |

**VIDEO**

**AUDIO**

- |   |   |
|---|---|
| <p>20. Super: Save up to thousands of dollars</p>   | <p>PRES (OC): You could save up to thousands of dollars a year in out-of-pocket costs.</p>  |
| <p>21. Super: Keep your own doctor</p>  | <p>PRES (OC): And you can choose any doctor or hospital that accepts Medicare patients.</p>   |
| <p>22. Cut to wide shot of presenter.</p>   | <p>PRES (OC): An AARP Medicare Supplement Insurance Plan could be an option to get the coverage you need at a competitive rate.</p> |
| <p>23. Cut to close up of presenter.<br/><br/>Super: TTY 711<br/><br/>Letterbox Super: Call for a free guide,<br/><br/>1-800-XXX-XXXX TOLL-FREE</p> | <p>PRES (OC): Like they say, there's no time like the present. Be sure to call today.</p>   |



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Clocks" Rev. 1
LENGTH	:120
DATE	6/25/2010
REVISION #	
JOB #	
CODE	
PAGE	9 of 9

## VIDEO

## AUDIO

24. Cut to end frame featuring  
information kit and guide.

Super: Call for a free guide

LOGO

TTY 711

Super: TV274ST

PRES (VO): Call now for your free Medicare guide and  
information kit about AARP Medicare Supplement Insurance  
Plans, insured by UnitedHealthcare Insurance Company.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 1
LENGTH	:60
DATE	6/25/2010
REVISION #	
JOB #	
CODE	
PAGE	1 of 6

## VIDEO

## AUDIO

1. Open on close up of oversized relief world globe.

Super: TV275ST

2. Camera slowly pulls out to reveal presenter.

PRESENTER (OC): If you've recently signed up for Medicare or will soon...

PRES (OC): ...you're starting a whole new journey. And, like many people, you're probably wondering, where do I go from here?

**VIDEO**

**AUDIO**

3. Cut to dramatically lit wall within exhibit.

Super: LOGO

Letterbox Super: Call for a free guide

1-800-XXX-XXXX TOLL-FREE

Super: TTY 711

Legal super: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4). All plans may not be available in your state/area.

**Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.**

PRES (VO): Consider an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.



## VIDEO

## AUDIO

4. Cut to medium shot of exhibit as presenter walks through. Guide is superimposed.

Super: Free guide

Legal super: This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.

5. Cut to dramatically lit wall within the exhibit.

Super: Medicare Part B

only covers about 80%

Legal super: **This is a solicitation of insurance. An agent/producer may contact you.**

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, producers, brokers, representatives or advisors.

PRES (OC): Call now for a free information kit and guide to Medicare.

PRES (VO): Basically, Medicare only covers about 80% of your Part B medical expenses. The rest is up to you.

VIDEO

AUDIO

- |   |   |
|---|---|
| <p>6. Super: Medicare supplement insurance helps cover the other 20% or more</p> <p>Letterbox Super: LOGO</p> <p>1-800-XXX-XXXX TOLL-FREE</p> <p>Legal super: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.</p>   | <p>PRES (VO): A Medicare supplement insurance plan helps cover some of those expenses.</p>          |
| <p>7. Super: Save up to thousands of dollars*</p> <p>Legal super: *Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2009.</p> <p><a href="http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf">http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf</a> (8 Mar, 2010) p. 63, 65.</p> | <p>PRES (VO): And that could save you up to thousands of dollars a year in out-of-pocket costs.</p> |
| <p>8. Super: Keep your own doctor</p>   | <p>PRES (VO): Plus, you can choose any doctor that accepts Medicare patients.</p>                   |

**VIDEO**

**AUDIO**

9. Cut to wide shot of presenter.

Legal super: The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

PRES (OC): Together with Medicare, an AARP Medicare Supplement Insurance Plan could be the kind of coverage you're looking for.

10. Cut to medium shot of presenter back at the globe.

Letterbox Super: Call for a free guide

1-800-XXX-XXXX TOLL-FREE

Legal super: In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

PRES (OC): In fact, it could make a world of difference.



Television Script

CLIENT	UnitedHealthcare Insurance Company
PRODUCT	AARP Medicare Supplement Plans
TITLE	"Maps" Rev. 1
LENGTH	:60
DATE	6/25/2010
REVISION #	
JOB #	
CODE	
PAGE	6 of 6

## VIDEO

## AUDIO

11. Cut to end frame featuring  
information kit and guide.

Super: Call for a free guide

LOGO

1-800-XXX-XXXX

TTY 711

Super: TV275ST

PRES (VO): Call now for your free Medicare guide and  
information kit about AARP Medicare Supplement Insurance  
Plans, insured by UnitedHealthcare Insurance Company.

## VIDEO

## AUDIO

- |   |  |
|---|--|
| <p>1. Open on close up of oversized relief world globe.</p> <p>Super: TV276ST</p>   | <p>PRESENTER (OC): If you've recently signed up for Medicare or will soon...</p>   |
| <p>2. Camera slowly pulls out to reveal presenter.</p>  | <p>PRES (OC): ...you're starting a whole new journey. And, like many people, you're probably wondering, where do I go from here?</p> |
| <p>3. Cut to close up.</p>  | <p>PRES (OC): How does Medicare work? What's covered? Can I keep my doctor?</p>  |
| <p>4. Cut to wide shot of map exhibit as presenter begins walking.</p> <p>Letterbox Super: LOGO</p> <p>1-800-XXX-XXXX TOLL-FREE</p> <p>Super: TTY 711</p> | <p>PRES (OC): Together with Medicare, a Medicare supplement insurance plan could be a step in the right direction.</p>               |

**VIDEO**

**AUDIO**

- |  |   |
|--|---|
| <p>5. Cut to dramatically lit wall within exhibit.</p> <p>Super: LOGO</p> <p>Letterbox Super: Call for a free guide</p> <p>1-800-XXX-XXXX TOLL-FREE</p> <p>Legal super: Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). Policy Form Number GRP 79171 GPS-1 (G-36000-4). All plans may not be available in your state/area.</p> <p><b>Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.</b></p> | <p>PRES (VO): Consider an AARP Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.</p> |
| <p>6. Cut to medium shot of exhibit as presenter walks through. Guide is superimposed.</p> <p>Super: Free guide</p> <p>Legal super: This is a group Medicare Supplement policy and you must be an AARP member to purchase this product.</p>  | <p>PRES (OC): Call now for a free information kit and guide to Medicare to get started.</p>                           |

VIDEO

AUDIO

- |   |  |
|---|--|
| <p>7. Cut to dramatically lit wall.</p> <p>Super: Medicare Part B only covers about 80%</p>   | <p>PRES (VO): Basically, Medicare only covers about 80% of your Part B medical expenses, like doctor bills. The rest is up to you.</p> |
| <p>8. Super: Medicare supplement insurance helps cover the other 20% or more</p> <p>Letterbox Super: LOGO</p> <p>1-800-XXX-XXXX TOLL-FREE</p>   | <p>PRES (VO): A Medicare supplement insurance plan helps cover some of those expenses.</p>   |
| <p>9. Super: Save up to thousands of dollars*</p> <p>Legal super: *Medicare Payment Advisory Commission (MedPAC). A Data Book: Healthcare spending and the Medicare Program, June 2009.</p> <p><a href="http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf">http://www.medpac.gov/documents/Jun09DataBookEntireReport.pdf</a> (8 Mar, 2010) p. 63, 65.</p> | <p>PRES (VO): And that could save you up to thousands of dollars a year in out-of-pocket costs.</p>                                    |
| <p>10. Cut to medium shot of presenter.</p>   | <p>PRES (OC): Feel like you're heading the right way?</p>  |

## VIDEO

## AUDIO

- |   |   |
|---|---|
| <p>11. Camera moves from presenter to a Medicare age couple, enjoying exhibit.</p> <p>Super: Range of plans</p> <p>Legal super: <b>This is a solicitation of insurance. An agent/producer may contact you.</b></p> <p>AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, producers, brokers, representatives or advisors.</p> | <p>PRES (VO): With AARP Medicare Supplement Insurance, you'll find a range of plans to choose from...</p> |
| <p>12. Super: No networks</p> <p>No referrals</p> <p>Legal super: In some states, plans may be available to persons eligible for Medicare by reason of disability. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.</p>  | <p>PRES (VO): You're not locked into a network. You don't need a referral for a specialist.</p>           |
| <p>13. Super: Keep your own doctor</p>  | <p>PRES (VO): And you can choose any doctor as long as he or she accepts Medicare patients.</p>           |



VIDEO

AUDIO

14. Super: Plans travel with you

PRES (VO): Plus, these plans travel with you anywhere in the U.S.

15. Cut to medium shot as presenter walks through.

PRES (OC): These are the only Medicare supplement insurance plans endorsed by AARP.

Super: **CARD**

Letterbox Super: Call for a free guide,

1-800-XXX-XXXX TOLL-FREE

Legal super: The AARP Medicare Supplement Insurance plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

16. Cut to CU of presenter.

PRES (OC): With competitive prices. And customer service there to help you out.

**VIDEO**

**AUDIO**

- |   |  |
|---|--|
| <p>17. Cut to close up of presenter, maps in background.</p>  | <p>PRES (OC): So call today. You may be new to Medicare, but now you have a good idea which way to move ahead.</p> |
| <p>18. Cut to dramatically lit wall.<br/><br/>Super: Helps cover out-of-pocket costs<br/><br/>Letterbox Super: LOGO<br/><br/>1-800-XXX-XXXX TOLL-FREE<br/><br/>Legal super: AARP does not recommend health related products, services, insurance or programs. You are strongly encouraged to evaluate your needs.</p> | <p>PRES (VO): Consider a path that helps cover some of what Medicare doesn't pay...</p>                            |
| <p>19. Super: Save up to thousands of dollars</p>   | <p>PRES (VO): ...could save you up to thousands of dollars a year in out-of-pocket costs...</p>                    |
| <p>20. Super: Keep your own doctor</p>  | <p>PRES (VO): ...and lets you stick with your favorite doctor or hospital that accepts Medicare patients.</p>      |

## VIDEO

## AUDIO

21. Cut to wide shot of presenter.

PRES (OC): Together with Medicare, an AARP Medicare Supplement Insurance Plan could be the kind of coverage you're looking for.

22. Cut to medium shot of presenter  
back at the globe.

PRES (OC): In fact, it could make a world of difference.

23. Cut to end frame featuring  
information kit and guide.

PRES (VO): Call now for your free Medicare guide and information kit about AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company.

Super: Call for a free guide

LOGO

1-800-XXX-XXXX

TTY 711

Super: TV276ST